

Order this powerful, new **SALESTARTER!**



SEND SALES SOARING

in the concrete anchor department with this exciting, new counter display that takes only a few square inches of space, yet holds a complete selection of all sizes of RED HEAD® ANCHOR KITS, plus a generous "back-up stock." Made of heavy-duty perforated masonite, with DA-GLO header card, the display and merchandise come complete with all necessary hooks and sturdy twin wire easels, all packed as one unit, ready to set up and go to work building sales for you!

Here's What Your Salestarter Includes:

	Retail Price
5—Complete K-40 RED HEAD® ANCHOR KITS	\$9.25
3—Complete K-56 RED HEAD® ANCHOR KITS	5.88
3—Complete K-38 RED HEAD® ANCHOR KITS	7.02
5—Extra Bags of 1/4" RED HEADS® (4 per bag)	3.50
3—Extra Bags of 5/16" RED HEADS® (4 per bag)	2.40
3—Extra Bags of 3/8" RED HEADS® (2 per bag)	1.56
Total Retail Selling Price	\$29.61
1—Peg Board (Part No. D-101) Display Rack	\$3.15
Retailer's Cost (Retail price less 33-1/3%)	\$19.74
YOUR PROFIT	\$9.87
on this complete salestarter merchandiser	
Order by Catalog No. DM-100	

Shipping Weight 14 lbs.

PHILLIPS DRILL COMPANY
Dept. 40, Michigan City, Indiana

THREE SIZES OF RED HEAD KITS



Your Salestarter comes complete with a selection of 1/4", 5/16" and 3/8" bolt size RED HEAD® ANCHOR KITS, plus a back-up stock of each size. Individual kits and back-up packs can be reordered as shown below.

DISPLAY REFILLS AND PRICES

REORDER INFORMATION FOR DISPLAY REFILLS AND BACKUP STOCK

Catalog Number	Bolt Size	Description	**Packaged Per Shipper	Weight Per Shipper	Retailers Cost Per Shipper	Suggested Consumer Price Each
K-40	1/4"	Five complete K-40 kits*	5 kits per shipper	3-1/2 lbs.	\$6.17	\$1.85 per kit*
K-56	5/16"	Five complete K-56 kits*	5 kits per shipper	4 lbs.	6.53	1.96 per kit*
K-38	3/8"	Five complete K-38 kits*	5 kits per shipper	4-1/2 lbs.	7.80	2.34 per kit*

BACK-UP STOCK OF RED HEADS® (Packaged in individual polyethelene bags)

S-14B	1/4"	Four anchors per bag	10 bags per shipper	2 lbs.	\$4.67	.70 per bag
S-16B	5/16"	Four anchors per bag	10 bags per shipper	2-1/2 lbs.	5.34	.80 per bag
S-38B	3/8"	Two anchors per bag	10 bags per shipper	2 lbs.	3.47	.52 per bag

* Each kit includes four RED HEAD® Anchors and Expander Plugs and one Installation Tool
 ** Minimum order shipped from factory or warehouses (based on standard package).

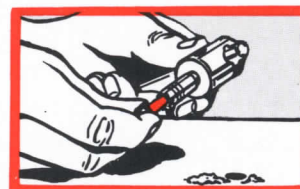
HOW THE RED HEAD IS USED

1 DRILL IT



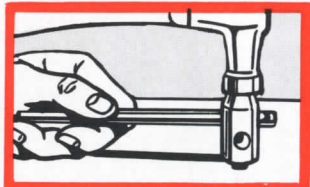
Insert tapered end of RED HEAD® in driver. With light, rapid blows, drive into concrete, while rotating driver handle back and forth.

2 INSERT PLUG



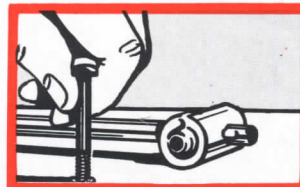
When driver face is flush with concrete, remove RED HEAD® from hole. Insert red expander plug in "cutting" end. Blow cuttings from hole.

3 EXPAND IT



Put RED HEAD® (with red expander plug in place) back in hole and drive home without rotating driver, until face of driver is again flush with concrete.

4 INSERT BOLT



Break off tapered collar of RED HEAD® with sharp blow on side of driver. Insert bolt. Use tapered end of driver handle to drift broken-off collar from driver head.

WHERE THE RED HEAD IS USED

Anchoring awnings, ornamental iron railings, flower boxes, brackets, metal areaways, cabinets, shelves, TV towers, laundry equipment, fireplace screens, wall tool boards, thresholds, door stops, shutters, furring strips, partitions, conduit, pipe, outlet boxes, lighting fixtures, cream separators, stanchions, mail boxes, pumps, motors, light and fence posts, dock mooring rings and many, many more.

**PHILLIPS
RED HEAD®**

CONCRETE ANCHORS

"it drills
its own hole!"